

A HAPPY AND HEALTHFUL NEW YEAR TO ALL

# Ottawa Jewish Bulletin

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## \$1 Million Goal Set for 71 Israel Bond Drive



JEWISH COMMUNITY DELEGATION WELCOMES NEW AMBASSADOR

Abc Palmer, President of the Ottawa Vaad Ha'Ir greets His Excellency Dr. Theodor Meron and Mrs. Meron on behalf of the Jewish Community of Ottawa. The delegation included leaders of the Jewish community and members of the Embassy staff in Ottawa. The group pictured is the newly-appointed Ambassador of Israel and his wife at the VIP Lounge at Uplands includes from left to right: Miss Esther Heber; Yosef Yaakov, Counsellor, Embassy of Israel; Mrs. Yaakov; Alex Betcherman, a Past President of the Ottawa Vaad Ha'Ir; Hyman Bessin, President, Federated Zionist Organization of Canada who accompanied the Merons from Montreal to Ottawa; Mr. Palmer; Dr. Meron; Mrs. Meron; Mrs. Shimoni; Emanuel Shimoni, Counsellor, Embassy of Israel; General L.F. Trudeau, representing the Governor General; Hy Hochberg, Executive Director, Ottawa Vaad Ha'Ir; and J.M. Cote, Chief of Protocol, Department of External Affairs.



PACE SETTER'S MEETING

The Honourable Mr. Justice Abraham H. Lieff is seen addressing the Pace Setter's meeting, the season's first Bond function on July 29 in the Jewish Community Centre to officially launch the 1971 Drive.

## High Holy Days Begin this Sunday at Sunset

Sunday evening at sunset, Jews the world over will usher in Rosh Hashanah and mark the inception of the Jewish New Year 5732 in a solemn and reverent manner. Rosh Hashanah begins the Ten Days of Penitence which culminate in the fasting and the religious services of

Yom Kippur, the Day of Atonement.

This year, Rosh Hashanah begins at sundown on Sunday evening, September 19 and ends after sundown on Tuesday evening, September 21. The Hebrew calendar records the beginning of the

Holy Day as the 1st of Tishre, 5732. Yom Kippur begins at sunset Tuesday, September 28 and ends after sundown on Wednesday, September 29.

Consult your synagogue bulletin for schedules of services and other details.

The 1971 Ottawa Israel Bond Drive is in full swing with every effort being exerted to reach the record-breaking objective of \$1 million. This goal for the 23rd anniversary year of Israel's statehood must be reached if Israel is to maintain her economic independence and reach new levels of strength and achievement.

Many Bond functions have already been held including the reception on September 10 for His Excellency Michael Comay, Ambassador of Israel to the Court of St. James. The drive culminates with the High Holiday appeals in all local Synagogues at a time when Jews throughout the world reflect on the past and look to the future with renewed promise and strength of purpose.

John Greenberg, General Chairman and Mrs. Max Zelikovitz Chairman of the Women's Division who are serving for a second term point out that this Drive is part of a worldwide effort to finance the development of industry and agriculture, to construct new housing and to increase production for export to overcome Israel's unfavourable trade balance.

Mr. Greenberg adds that it is the responsibility not only of the Ottawa Jewish Community, but of the entire free world to come to the aid of Israel in its struggle to survive as a center of freedom and democratic progress in the embattled Middle East.

Mrs. Zelikovitz has called on the women of the community to provide their usual active and material support to ensure the success of the 1971 Bond Drive. She emphasizes the importance of women expressing their own commitments to Israel through Bond purchases. Mrs. Zelikovitz states that it is important to remember that we are talking about plus dollars, not the purchase that has been made by the husband.

Mr. Greenberg and Mrs. Zelikovitz wish to extend on behalf of the Ottawa Israel Bond Organiza-



John Greenberg



Mrs. Max Zelikovitz

tion best wishes for a happy and healthy New Year.



ABE PALMER ELECTED VAAD PRESIDENT

Abe Palmer, the newly-elected President of the Ottawa Vaad Ha'Ir accepts the gavel of office from Jacie C. Horwitz, Q.C. who held that post during 1970-71. The 31st Annual General Meeting was held on June 28. Officers who will serve with Mr. Palmer in the coming year are Gilbert Greenberg, David Loeb, Norman Zagerman, Vice-Presidents; Joseph Ginsberg, Treasurer; Moe Litwack and Saul Saslove, Honorary Secretaries.



RABBI BULKA RECEIVES JERUSALEM PLAQUE

Before a record gathering on August 23 in the Machzikei Adas Vestry, Rabbi Reuven P. Bulka was presented with the Jerusalem Plaque at a Testimonial Reception tendered in his honour by the Synagogue in collaboration with Ottawa Israel Bonds. He was acclaimed for his dedicated services to his Synagogue and to the community in general. Rabbi Bulka's father, Rabbi Jacob Bulka of New York was an honoured guest. Making the presentation is Bond Vice-Chairman, Morton Taller. Also shown left to right are Jeffrey Copland, Co-Bond Chairman, Mrs. Reuven Bulka and Co-Bond Chairman Rudy Appotive of Machzikei Adas. Yosef Yaakov, Counsellor of the Embassy of Israel was the guest speaker. Mr. and Mrs. Rudy Appotive were the hosts at an advance parlour meeting in their home.



TESTIMONIAL TO SALOMON STAMER

The Labour Zionist Council of Ottawa honoured Salomon Stamer at a Testimonial Dinner on August 29 at the Jewish Community Centre. Mr. Stamer has been active in Zionist and community affairs including a deep interest in the Bond effort. The Stamers are leaving shortly to take up residence in Israel. Making the presentation of the Shalom Award to the guest of honour is General Chairman John Greenberg. Also shown are Mrs. Stamer and Harry Weidman who was chairman of the evening.



BONDS HONOUR MRS. JACOB BAKER

Mrs. Jacob Baker was honoured by Young Israel in conjunction with Israel Bonds at a largely-attended Testimonial Reception held in the Synagogue Vestry Room on August 22. She was cited for her many years of activity in Synagogue affairs, the Bond effort and in women's organizations. Bond Vice-Chairman Morton Taller is shown making the presentation to Mrs. Baker of the Shalom Award. With them are Jacob Baker and Joel Diena, Bond Chairman of Young Israel and chairman of the evening. Yosef Yaakov, Counsellor of the Embassy of Israel was the guest speaker.

## New Year Greetings from the Ambassador

The past year has been one of relative quiet, but not one of peace. Although there has been little shooting, especially on the Suez Canal front, both the words and actions of our neighbours leave us with no illusions: the real peace toward which we strive is still not within our grasp.

In February, some thought that the Egyptians were finally prepared to make peace with Israel. The sincerity of this stance was, however, marred by Egypt's stipulation that Israel submit unconditionally, without any free negotiations. For us, Egypt's sincerity must be judged not in words, but in the conduct of negotiations. Yet the U.A.R. insists on dictating the terms and lines of settlement in advance. While withholding fire, the Arabs are still unwilling to talk with us.

During the lull on our borders, the Israel Defence Forces have not sat idly. The knowledge that a strong military is the best deterrent to war has caused our armed forces to invest in the finest equipment and to improve training methods. Our efforts are concentrated on obtaining the equipment needed for the Defence Forces and assuring its constant and regular flow. This need is even greater, in the face of Soviet shipments of sophisticated weapons systems to the U.A.R. We fervently seek peace, but should our neighbours start another war, we must and shall be prepared for it.

And so, throughout the year which is about to end, Israel has continued the work of building and strengthening herself, by absorbing immigration, developing the national economy, and assuring her defence.

Immigration is one of our most important goals, and the flow of



His Excellency Dr. Theodor Meron

Jews to Israel during the past year has given us cause for optimism with regard to "aliyah" in the future. Since last Rosh Hashana we have absorbed thousands of "olim" not only from lands where Jews continue to face persecution, but also from Europe, North and South America. Israel is not a rich country, and ours is not yet a peaceful and stable region, and yet, in spite of the absence of these two factors which traditionally draw immigration, Jews from all over the world have continued to settle in their ancient homeland.

Our economic development is closely related to our defensive posture, since only a country which is economically stable can be militarily and diplomatically strong. In spite of the crushing defence budget, we have continued to work to strengthen our economic power and to provide better housing and education for greater numbers of Israel's resi-

dents. Money has been invested in industry, especially export industries, and in other branches of our economy. Our exports have grown rapidly. To further develop our economy, we must, however, look to investments from outside, and here the role of Israel Bonds is and will continue to be essential, for we must have help in carrying out our development plans. Economic help and investments from abroad, especially Israel Bonds, enable us to bear the burden of defence without paralysing the process of development and progress towards economic independence.

While discussing economic progress, I would like to point out that we are happy to have seen the establishment of direct air communications between Israel and Canada during the past year. This link is doing much to foster trade and tourism between the two countries.

And what of the year to come? The Arab leaders speak of their willingness to lose a million men, in order to win the battle in the course of the coming year. They also speak of no concessions over the rights of the Palestinians. We know what these words mean! We know that the year to come will be a difficult one, a year filled with challenge. We, on our part, shall continue to strive for peace. We know, too, that in the battle for peace, the battle for a strong and prosperous Israel, we can count on our one never-faltering ally: Jewish communities outside Israel.

On the occasion of the High Holidays, I extend to the Jewish community of Canada the greetings of the people of Israel, and I pray that, in the coming year, we may know peace. Shana Tova.



WOMEN'S DIVISION ORGANIZES FOR DRIVE

On July 28, the Women's Division with Mrs. Max Zelikovitz as chairman met at the Jewish Community Centre with representatives of all women's groups to organize for a record 1971 Bond Drive. Standing from left to right commencing on the floor and ascending are: Mrs. Albert Brinberg; Mrs. Max Zelikovitz, Honorary Chairman; Mrs. Max Zelikovitz, Chairman, Women's Division; Mrs. Philip Swedko; Mrs. Percy Addelman, Staff Liaison; Mrs. Philip Dubinsky; Mrs. Bea Morris; Mrs. Ollie Pullan; Mrs. Bessie Stone; Mrs. Ben Edelson; Mrs. Sol Gertman; Mrs. Mack Levin; Mrs. David Moskovic; Mrs. Morton Taller, Immediate Past Chairman; Mrs. Gerald Snyder; Mrs. Lise Kaufman; Mrs. Baruch Diena; Mrs. David Makow; Mrs. Jack Fogel, Vice-Chairman; Mrs. Harry Arbuck; Mrs. Moe Slack; Mrs. Marvin Fritzker; Mrs. Harry Pleet; Mrs. E. Weinberg; Mrs. Ben Sadavoy; Mrs. Herbert Gosewich; Mrs. Milton Greenberg; Mrs. William Kahansky; Mrs. Harry Soloway; and Mrs. Uri Tal.



#### MEDAL PRESENTED TO JOHN GREENBERG

Following the Labour Zionist Council Dinner on August 29 at the Jewish Community Centre, A. Louis Achbar, Honorary Vice-President, State of Israel Bonds, presented the General Chairman's Medal of Achievement to John Greenberg, General Chairman, Ottawa Israel Bond Organization for his leadership during the 1970 and 1971 Bond Drives. Also shown is Harry Weidman, who was chairman of the evening.



Mrs. Jack Fogel

#### FASHION SHOW BIG SUCCESS

There was glamour on the ramp, glamour on the dais and glamour in the audience when the 1971 Israel Fashion Show, sponsored by the Women's Division of the Ottawa Israel Bond Organization, was unveiled at a luncheon in the Community Centre on September 13.

Present were hundreds of style-conscious women who had purchased an Israel Bond for the privilege of attending. Mrs. Jack Fogel, Chairman of the Fashion Show and her committee were responsible for the success of the show. All local Jewish women's organizations participated.

Highlight of the day was the Fashion Kaleidoscope, a collection of the latest haute couture and ready-to-wear from Israel. The women sat enthralled as the parade of fashions passed before their eyes in an elegant montage narrated by Mary Kosalle, Freiman's Fashion Co-ordinator who staged and accessorized the show. A presentation was made to Mrs. Kosalle for her valuable assistance.

There was everything from evening gowns to furs, sportswear, swimsuits, street and at-home dresses and beach and patio wear, all serving to remind the audience how Israel has blossomed into one of the leading style centres in the world.

The main doorprizes were two free tickets from Montreal to Zurich by Swissair, where the winners will tour one of the world's most beautiful countries. On the flight between Canada and Switzerland, they will experience the courteous service, friendly hospitality and prize-winning cuisine of Swissair. There were also two attractive bonus door prizes. The Ottawa Israel Bond Organization appreciates the generosity of the donors.

A feature of the Fashion Show was the award to Mrs. Max Zelikovitz of the Tower of David Plaque, in recognition of her outstanding service during 1970 and 1971 as Chairman of the Women's Division.



#### INAUGURATE 1971 BOND DRIVE

Prominent guests pictured at the Pacesetters Meeting launching the 1971 Ottawa Israel Bond Drive on July 29 at the Jewish Community Centre are left to right: Harold N. Pearl, City Manager; the Honourable Mr. Justice Abraham H. Lieff of the Supreme Court of Ontario who was the guest speaker; Yosef Yaakov, Counsellor, Embassy of Israel; Alex Betcherman, Honorary Chairman; Abe Palmer, President, Ottawa Vaad Ha'Ir; and Mervin Mirsky, Vice-Chairman of Bonds and chairman of the meeting.

#### LEADERSHIP AND PARTICIPATION IN GROUPS

#### A TWELVE SESSION COURSE BY EXPERTS

COMMENCING OCTOBER 19

8:45 - 11:45 A.M.

AT THE JEWISH COMMUNITY CENTRE

*Sponsored by*

Women's Committee  
Ottawa Vaad Ha'Ir

Ottawa Section  
National Council of Jewish Women  
Ottawa Board of Education

FEE - \$30.00 AFTER SUBSIDIZATION

#### FOR FURTHER INFORMATION AND REGISTRATION

MRS. GERALD BLOOM . . . . . 725-1987  
MRS. MICHAEL GREENBERG . . . . . 722-1966

BABY SITTING SERVICE AVAILABLE

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## Vaad Report

by Jacie Horwitz

Immediate Past President, Ottawa Vaad Ha'Ir



This column was written by Mr. Horwitz prior to the Annual Meeting of the Vaad and before he left for Toronto to become Chairman of the Commercial Registration Appeal Tribunal.

It is that time of parting and as your retiring president I would like to leave with you a few random thoughts.

The year has seen our community take some progressive steps forward in providing a pension plan for our loyal community staffs, in initiating changes in our archaic constitution so that there will be included on our executive board representatives from all organizations along with youth. We have initiated regular monthly executive meetings and periodic studies of our local institutions with a view to making recommendations in order to assist them both financially and administratively. We are planning to institute at the University of Carleton courses in Jewish studies. We have been in the forefront of endeavours to assist Israel and our unfortunate brethren in Russia.

Our community is an example of how ideally Jews can live and work together in harmony. Yet we cannot remain static, as we are a dynamic community and will continue to grow and I trust improve. Each of us must, however, to use an overworked phrase "become a participant". There are still too few workers in the community. Too many are prone to criticize but fail to assist personally. We need the assistance of each member of the community to continue to make it even better than it was heretofore.

I wish to take advantage of this last message as your president to particularly thank Mr. Hy Hochberg for his twenty-five years of devoted service to the Ottawa Jewish Community. If not for him, I doubt that we would have made such great strides in an atmosphere of quiet diplomacy. He has been a tower of strength to me and undoubtedly to preceding presiding officers. I am certain he will continue to work and give of himself in this his favourite vineyard.

I also wish to thank all the officers and staff members who served with me and voluntarily undertook the various tasks and duties assigned to them.

In my years of service in the various organizations in which I have been a member I have always striven to live up to my personal motto "leave it better than you found it". I do trust that this was the case in my stewardship of the Ottawa Vaad Ha'Ir. Shalom u'vracha.



#### CONSTRUCTION UNDER WAY AT HILLEL LODGE

Officers of the Ottawa Jewish Home for the Aged smile approvingly as the erection of steel begins on the third floor addition to Hillel Lodge. Although there was a slight delay due to the steel erector's strike, the work is now proceeding according to schedule. At this writing, all the steel is in place. The roof goes on next after which the third floor will be enclosed. The brick is already on the job site on Wurtemburg Street. Completion of the addition early in the new year will add another 19 beds to the present 30-bed facility. Shown with Reg Livingston, superintendent of the general contractor, Admiral Engineering and Construction Limited are Dr. Joseph Greenblatt, President; Yale Greenberg, Executive Director; and Paul Weiner, Chairman of the Building Committee.



## Scenes from Testimonial Bond Functions



... FOR RABBI BULKAT MACHZIKEI ADAS



EVRONS CITED PRIOR TO RETURNING HOME

Jacie C. Horwitz, Q.C., Immediate Past President of the Ottawa Vaad Ha'Ir presents an original Canadian oil painting to His Excellency Ephraim Evron and Mrs. Evron as a token of the Jewish community's warm regard for them prior to their departure for Israel. The luncheon in their honour took place on July 2 at the Jewish Community Centre.



... FOR SOL STAMER AT THE J.C.C.



... FOR MRS. BAKER AT YOUNG ISRAEL

## Vaad President Lauds his Predecessor in Office

Immediately after he assumed office at the Annual Meeting of the Vaad on June 28, Abe Palmer, the newly-elected president had this to say about the man who preceded him as the chief executive officer of the organization:

"In my first official act as president, it is my pleasant duty to pay tribute to our retiring president, Mr. Jacie Horwitz. Jacie has been a strong and dynamic president whose insistence on regular meetings has put the organization on a sound footing. He has been an excellent chairman — fair, impartial yet dedicated to the strength-

ening of Jewish community life.

"My only regret is that he leaves Ottawa shortly to take up his new position as Chairman of the Commercial Registration Appeal Tribunal, a four-year appointment, in the Department of Financial and Commercial Affairs of the Government of Ontario. We shall miss Jacie and his wise counsel and we shall miss Jean for her good humour and devoted Hadassah efforts.

On behalf of the Vaad, I wish them good health, long life, nachas from their children and every success in Toronto."

### *A Happy New Year To All*

*The officers, members and staff of the Ottawa Vaad Ha'Ir join me in extending best wishes to you and your families for a year of good health, happiness and prosperity.*

*Let us hope that the new year will bring peace to all mankind, security for the people of Israel and fulfilment of our objectives as a united community.*

*L'shanah tovah tikatevu.*

**ABE PALMER**  
President, Ottawa Vaad Ha'Ir

## **Health Club in Full Swing — Come and Be our Guest!**

We're proud of our J.C.C. Health Club and want to show you how it can help you retain the vigor and well-being of a physically-fit existence.

We'd like you to sample the product and hereby extend an invitation to visit with us during Open House from now through October 31.

We'll be glad to give you a Courtesy Card entitling you to a free visit, free steam, a free massage and a free exercise class. Just ask for one at the switchboard. If you like what you see and want more of the same, it's only natural for us to hope that you'll decide to become a member. If not, nothing is lost and we've gained a friend! By all means, come and try it. You'll be more than welcome.



### B'NAI JACOB ALUMNI BACKS BOND EFFORT

Since the inception of the Israel Bond Drive in Ottawa in 1953, the B'nai Jacob Synagogue has been in the forefront of support for that cause.

Following the recent amalgamation of B'nai Jacob with Beth Shalom, a group of former B'nai Jacob members met to discuss the possibility of continuing their association and aid to Israel, through the continuation of their annual Bond testimonial reception.

Accordingly, a Special Committee was formed with Alex Sherman, Chairman and Messrs. Ben Feinstein, Issie Flesher, William Grossman, Reuben Kalin, Mrs. Israel Glustein, Mrs. William Grossman and Mrs. Ben Sadavoy to review this proposal. They agreed unanimously that former B'nai Jacob members would be happy to be involved, not only from the standpoint of maintaining friendships which originated in B'nai Jacob but also as a service to the community and to Israel.

Mr. and Mrs. William Grossman were the hosts at an advance parlour meeting in their home on August 12 followed by a reception in the Jewish Community Centre on August 24. Yosef Yaakov, Counsellor of the Embassy of Israel was the guest speaker. Alex Sherman is shown addressing the group in the accompanying photograph.



### FASHION SHOW ORGANIZATIONAL MEETING

The Israel Bond Fashion Show Committee meet with their chairman, Mrs. Jack Fogel in the Jewish Community Centre to make arrangements for the presentation of the International Premiere 1971 All-Israel Fashion Show and Luncheon. Also seated at the head table left to right: Mrs. Percy Addelman, Staff Liaison; Mrs. David Moskovic, Ticket Convenor; Mrs. Max Zelikovitz, Chairman, Women's Division; Mrs. Max Cohen, Honorary Chairman; Mrs. Morton Taller, Immediate Past Chairman, Women's Division; and Mrs. Mack Levin, Luncheon Chairman.

HUNGER, FEAR AND POVERTY TAKE NO HOLIDAY  
START THE NEW YEAR RIGHT  
BY REDEEMING YOUR PLEDGE TO THE  
UNITED JEWISH APPEAL AND ISRAEL EMERGENCY CAMPAIGN



### AMBASSADOR OF ISRAEL ARRIVES

His Excellency Dr. Theodor Meron, the newly-appointed Ambassador of Israel to Canada and Mrs. Meron are welcomed officially by representatives of the Government of Canada on their arrival at Uplands International Airport on September 1. Shown from left to right are: J.M. Cote, Chief of Protocol, Department of External Affairs; Dr. Meron; Mrs. Meron; and Brigadier-General L.F. Trudeau, representing the Governor-General of Canada.

## Chief Rabbis Call for More Participation in Bond Drive

In special High Holiday messages, Chief Rabbi Isser Yehuda Unterman and Chief Rabbi Yitzhak Nissim of Israel have urged American and Canadian Jews to intensify their efforts for Israel Bonds during the High Holidays.

Synagogues throughout North America devote an appropriate part of the High Holiday services to the furtherance of the Israel Bond program.

The Chief Rabbis of Israel emphasized the urgency of an unprecedented response to Israel's economic needs through Israel Bonds to expand and strengthen the economy to cope with increased immigration and as a bulwark in the struggle for peace.

In his message, Chief Rabbi Unterman expressed gratitude to those "who participate in the sacred work of re-building Zion and particularly to the helpers and workers of the Israel Bond Organization." He referred to the "inestimable importance" of economic development at this critical juncture in Israel's history, when Israel is receiving many new immigrants, for whom it must provide employment and housing. Through economic development, Israel Bonds are making "an important contribution to this holy and historic ingathering to Zion," he said.

Chief Rabbi Nissim, in his message, drew attention to "our relationship to the re-born State of Israel and to our people who dwell in Zion." Describing the influx of new immigrants as "divinely inspired," he indicated that while it is a blessing, it has placed "tremendous burdens" on Israel. "The Israel Bond Organization," he said, "which provides the means to develop and strengthen the eco-

nomy of the State of Israel, is an important instrument in carrying out the design of Divine Providence." He added, "Were it not for the vital aid provided by the Israel Bond Organization, we could not stand before the weight of the problems which beset us."

The text of Chief Rabbi Unterman's message follows:

"From Jerusalem, the Holy City reunited, our fervent prayer to the Almighty goes out for a year of peace and happiness which will herald the redemption of our People for the 'Galuth'.

We send hearty greetings to our brethren everywhere and express our gratitude to those who participate in the sacred work of re-building Zion and particularly to the helpers and workers of the Israel Bond Organization.

"May you all be blessed with good health and great success in all your endeavours.

"The merit of fortifying our Holy Land through economic development is of inestimable importance as we stand surrounded by merciless enemies. At the same time our gates and hearts have opened wide to receive our dear brethren who are struggling to free themselves from the Arab countries as well as from the Soviet Union. The providing of employment and the building of dwellings with the aid of Israel Bond Investments are an important contribution to this holy and historic gathering to Zion."

"I call upon you to lend hand and heart to this sacred work in order to speed the day of our redemption and witness the prophecy of Jeremiah: 'and Jacob shall again be quiet and at ease and none shall make him afraid.' (Jeremiah 30,10).

This Special Issue of the Ottawa Jewish Bulletin is devoted primarily to Israel Bonds. A second issue dealing with general community matters and more Bond News is in preparation and will reach you before Yom Kippur.